

ESTTA Tracking number: **ESTTA714405**

Filing date: **12/14/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	12/13/2015
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES
Attorney information	Joseph Petersen Kilpatrick Townsend & Stockton LLP 1080 Marsh Road Menlo Park, CA 94025 UNITED STATES JPetersen@ktslaw.com, prosenberg@kilpatricktownsend.com, agarcia@ktslaw.com, tmadmin@ktslaw.com

### Applicant Information

Application No	86200297	Publication date	06/16/2015
Opposition Filing Date	12/14/2015	Opposition Period Ends	12/13/2015
Applicant	School Nutrition Association Suite 300 National harbor, MD 20745 UNITED STATES		

### Goods/Services Affected by Opposition


Class 035. First Use: 2005/12/31 First Use In Commerce: 2005/12/31 All goods and services in the class are opposed, namely: promoting public awareness of the need to improve good nutrition for students and to improve school foodservice
Class 041. First Use: 2005/12/31 First Use In Commerce: 2005/12/31 All goods and services in the class are opposed, namely: education services, namely, providing classes, seminars, and workshops in the fields of school foodservice and nutrition and distribution of course materials in connection therewith; providing online publications in the nature of magazines, journals, research reports and brochures in the fields of nutrition, school foodservice and educational programs; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of school foodservice and nutrition
Class 042. First Use: 2005/12/31 First Use In Commerce: 2005/12/31 All goods and services in the class are opposed, namely: providing a website featuring technology that enables self-assessment, benchmarking, and management in the area of school foodservice programs; providing an interactive website featuring technology that enables school nutrition directors or other personnel to respond to a series of foodservice-related questions for response from the user that result in reports that provide foodservice-related information in the form of benchmarking and comparison of program performance against national standards and school districts for use in analysis


is, improvement, and training in the area of school foodservice program operations, administration, nutrition, communications and marketing

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</p> <p>Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business</p>		

U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		

U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007

Word Mark	APPLE
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01</p> <p>Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network</p>

U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of	NONE		



Mark	
Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [ COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEBSITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; ] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE

U.S. Registration No.	2753069	Application Date	07/23/2002
Registration Date	08/19/2003	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of the design of an apple with a bite removed.
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Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 [ Application service provider (ASP), namely, hosting computer software applications of others; ] computer services, namely, displaying the [ web sites and ] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and devel-
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	opment of computer hardware and software; website design, creation [ and hosting services ] ; computer services, namely, designing [ and implementing ] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information
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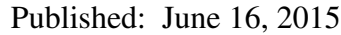
Attachments	78155188#TMSN.png( bytes ) 78943482#TMSN.png( bytes ) 77428980#TMSN.png( bytes ) 78146716#TMSN.png( bytes ) NOO - KEYS TO EXCELLENCE & Apple Design - 12.14.2015.pdf(93386 bytes ) Exhibit 1 - NOO - KEYS TO EXCELLENCE_Part1.pdf(4184899 bytes ) Exhibit 1 - NOO - KEYS TO EXCELLENCE_Part2.pdf(3915731 bytes ) Exhibit 1 - NOO - KEYS TO EXCELLENCE_Part3.pdf(1006059 bytes ) Exhibit 2 - NOO - KEYS TO EXCELLENCE .pdf(662167 bytes ) Exhibit 3 - NOO - KEYS TO EXCELLENCE.PDF(374564 bytes ) Exhibit 4 - NOO - KEYS TO EXCELLENCE .pdf(2203584 bytes ) Exhibit 5 - NOO - KEYS TO EXCELLENCE .pdf(1008652 bytes ) Exhibit 6 - NOO - KEYS TO EXCELLENCE.PDF(1597398 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	12/14/2015

In the Matter of Application Serial No. 86/200,297



1. Opposer is the world-famous designer, manufacturer, and distributor of a broad range of goods and services, and Opposer's APPLE brand is one of the best known brands in the world. Opposer designs, manufactures, and/or markets in interstate and international commerce,

among a broad line of other goods and services, education services, online publications, and computer services.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple with a detached leaf, as shown below:



(the “Apple Logo”).

3. Opposer’s family of APPLE-based word marks and its Apple Logo (collectively, the “Apple Marks”) are distinctive, arbitrary marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of goods and services.

4. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the world’s most famous brands. Over the past eight years, Millward Brown Optimor (“MBO”), a leading market research and brand valuation and

management company, has found APPLE to be one of the top 100 brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands," an annual assessment of the 100 most valuable brands in the world. In MBO's 2015 rankings, Opposer's APPLE brand was again ranked as the world's most valuable brand, with a value of \$246.9 billion. Opposer's APPLE brand ranked 7th in 2008 rankings, 6th in 2009 rankings, 3rd in 2010 rankings, 2nd in 2014, and 1st in 2011, 2012, 2013 and 2015 rankings, clearly demonstrating that the APPLE brand has been recognized as one of the world's most valuable brands for nearly a decade. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2015 through 2008.

6. In May 2015, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the fifth year in a row, with an estimated valuation of \$145.3 billion, up 17% over 2014. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2015, 2014, 2013, 2012, and 2011, obtained from its website.

7. In 2015, for the fourth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at <http://www.harrisinteractive.com/Insights/EquiTrendRankings/2015EquiTrendRankings.aspx>.

8. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world, and has maintained this number one position for the 2014 and 2015 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8<sup>th</sup> (2011) to 2<sup>nd</sup> (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from 17<sup>th</sup> (2010) to 8<sup>th</sup> (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies

of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2015 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past six years:

- i. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- ii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- iii. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.316 billion.
- iv. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- v. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- vi. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.


9. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Opposer has featured prominently in these rankings each year, and for seven years in a row from 2009 to 2015, it was named the "World's Most Admired Company" for the year. Prior to 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Opposer also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2015 through 2008.

10. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	2,926,853	Aug. 16, 2002/ Feb. 15, 2005	Class 35: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; <b>business services, namely, dissemination of advertising for others via computer networks and global communication networks</b> ; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; <b>online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto.</b> (first use: 1983)
	3,298,028	Aug. 2, 2006/ Sep. 25, 2007	Class 35: <b>Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics.</b> (first use: March 1, 1981)  Class 41: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; <b>providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network</b> ; providing fitness and exercise facilities; Physical fitness consultation and instruction; <b>providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy,</b>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			children's entertainment, animation, <b>culture, current events.</b> (first use: March 1, 1981)
APPLE	4,088,195	March 22, 2008/ Jan. 17, 2012	Class 41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; <b>online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter;</b> providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; <b>providing information, podcasts and webcasts in the field of entertainment via the Internet concerning</b> movies, music, videos, television, sports, <b>news, history, science, politics, comedy, children's entertainment, animation, culture, and current events;</b> digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; <b>providing information, reviews and personalized recommendations of</b> movies, music, videos, television, sports, <b>news, history, science, politics, comedy, children's entertainment, animation, culture, and current events</b> in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service. providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, <b>providing prerecorded audio and audiovisual content, information and commentary in the fields of</b> music, concerts, videos, movies, television, <b>books,</b>



TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<b>news, sports, games and cultural events all via a global computer network.</b> (first use: March 1, 1981)
APPLE	2,808,567	Oct. 2, 2002/ Jan. 27, 2004	Class 42: computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; <b>providing information concerning computers and computer software over computer networks and global communication networks; computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software.</b> (first use: Sept. 1980)
	2,753,069	July 23, 2002/ Aug. 19, 2003	Class 42: <b>computer services, namely, displaying the images of others on a computer server;</b> computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; <b>consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others;</b> computer data recovery; computer programming for others; research and development of computer hardware and software; <b>website design, creation;</b> computer services, namely, designing web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; <b>providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets;</b> computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			peripherals and computer software; leasing computer facilities. <b>providing information in a wide variety of fields over computer networks and global communication networks</b> ; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information. (first use: Sept. 1980)

Copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 6**.

11. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 2,926,853; 3,298,028; 2,808,567; and 2,753,069, rendering such registrations incontestable.

12. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on February 21, 2014, School Nutrition Association ("Applicant") filed Application Serial No. 86/200,297 to register the Apple Key Mark for the following services (collectively, "Applicant's Services"):

Promoting public awareness of the need to improve good nutrition for students and to improve school foodservice in International Class 35;

Education services, namely, providing classes, seminars, and workshops in the fields of school foodservice and nutrition and distribution of course materials in connection therewith; providing online publications in the nature of magazines, journals, research reports and brochures in the fields of nutrition, school foodservice and educational programs; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of school foodservice and nutrition in International Class 41; and

Providing a website featuring technology that enables self-assessment, benchmarking, and management in the area of school foodservice programs; providing an interactive website featuring technology that enables school nutrition directors or other personnel to respond to a series of foodservice-related questions for response from the user that result in reports that provide foodservice-related information in the form of benchmarking and comparison of program performance against national standards and school districts for use in

analysis, improvement, and training in the area of school foodservice program operations, administration, nutrition, communications and marketing in International Class 42.

13. Opposer is timely filing this Notice of Opposition.

14. There is no issue as to priority. Opposer's Apple Marks were all filed, used in commerce, and/or registered well prior to the December 31, 2005 claimed first use date and the February 21, 2014 filing date of Applicant's application.

15. Consumers encountering Applicant's Mark, particularly in connection with Applicant's Services, are likely to associate the mark with Opposer and its Apple Marks.

16. Applicant's Apple Key Mark incorporates a confusingly similar imitation of Apple's Apple Logo. Specifically, Applicant's Apple Key Mark is comprised of a near identically shaped apple design with an identical detached, right-angled leaf element. The comparison immediately below demonstrates the strong visual similarities between the Apple Logo and the Apple Key Mark.<sup>1</sup>



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<sup>1</sup> Given the poor resolution of Applicant's Mark in the drawing page, the clear representation of Applicant's Mark in paragraph 16 comes from Applicant's website, <https://schoolnutrition.org/keys/>.

With such a high degree of similarity, consumers encountering Applicant's Apple Key Mark, particularly in connection with Applicant's Services, are likely to associate the mark with Opposer and its Apple Marks.

17. As is plainly evident, the Apple Key Mark alters Opposer's famous Apple Logo only by filling in the bite mark. This minor alteration is insufficient to distinguish the marks in any meaningful way, as consumers will naturally assume that the Apple Key Mark is associated with or otherwise an extension of Opposer's APPLE brand. Viewed as a whole, Applicant's Apple Key Mark is highly similar to Opposer's Apple Marks in appearance, connotation, and overall commercial impression, and is therefore likely to cause consumer confusion.

18. Since long before Applicant's filing or first use date, Opposer has offered identical and/or highly related services under its Apple Marks. Specifically, Opposer has long offered under, and owns multiple registrations for, its Apple Marks covering education services, online publications, and computer services (*see* Registration Nos. 2,926,853; 3,298,028; 4,088,195; 2,808,567; and 2,753,069).

19. On information and belief, Applicant selected its mark in bad faith, with the intention of calling Opposer to consumers' minds and trading on the goodwill of Opposer and Opposer's Apple Marks.

20. Opposer will be damaged by the registration of Applicant's Mark because Applicant's Apple Key Mark so closely resembles the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, any objection complained of in connection with Applicant's Services marketed under the Apple Key Mark would necessarily

reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

21. Opposer will be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Opposer, and by otherwise lessening the capacity of Opposer's Apple Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

22. Specifically, Applicant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

(a) Applicant's Apple Key Mark is visually and contextually similar to the Apple Marks, containing an apple design that is highly similar to the famous Apple Marks;

(b) Due to Opposer's extensive use and promotion of its marks, the Apple Marks are inherently distinctive in relation to Opposer's goods and services and had acquired distinctiveness prior to the filing date of, and first use date claimed within, Applicant's application;

(c) Opposer has engaged in substantially exclusive use of the Apple Marks in connection with Opposer's goods and services;

(d) The Apple Marks are widely recognized by the general consuming public and had been so long prior to the filing date and claimed date of first use of Applicant's application; and

(e) On information and belief, Applicant's Apple Key Mark is intended to create an association with the Apple Marks.

23. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with Applicant's Services. Such registration would be a source of damage and injury to Opposer.

**WHEREFORE**, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 86/200,297 in connection with Applicant's Services be denied.

The opposition fee in the amount of \$900.00 for an opposition in three classes is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: New York, New York

December 14, 2015

Respectfully submitted,

**KILPATRICK TOWNSEND &  
STOCKTON LLP**

By: /s/ Joseph Petersen

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*Attorneys for Opposer Apple Inc.*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 86/200,297



For the mark:

Filed: February 21, 2014

Published: June 16, 2015

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APPLE INC.,	:	
	:	Opposition No.
Opposer,	:	
	:	
v.	:	<b><u>NOTICE OF OPPOSITION</u></b>
	:	
	:	
SCHOOL NUTRITION ASSOCIATION,	:	
	:	
	:	
Applicant.	:	
-----X	X	

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, December 14, 2015.

/s/ Kris Teilhaber  
Kris Teilhaber

**CERTIFICATE OF SERVICE**

This is to certify that on this day, December 14, 2015, a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, addressed to Applicant's Attorney of Record identified in the TESS record, as follows:

JASON A. BERNSTEIN  
BARNES & THORNBURG LLP  
3475 PIEDMONT RD NE STE 1700  
ATLANTA, GA 30305-3327

/s/ Kris Teilhaber  
Kris Teilhaber

# EXHIBIT 1




























THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)  
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26		Retail	35,245	2	0%	-4
27		Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29		Fast Food	29,313	4	14%	2
30		Cars	28,913	4	-2%	-4
31		Retail	27,705	2	25%	9
32		Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35		Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38		Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41		Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43		Cars	21,786	4	1%	-1
44		Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46		Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48		Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50		Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Diets and Zero  
Budweiser includes Bud Light

THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 <b>accenture</b>	Technology	20,183	3	11%	4
52	 <b>Gillette</b>	Personal Care	19,737	5	4%	0
53	 <b>FedEx</b>	Logistics	19,566	5	15%	5
54	 <b>Shell</b>	Oil & Gas	18,943	1	0%	-1
55	 <b>HERMÈS</b> PARIS	Luxury	18,938	5	-13%	-14
56	 <b>intel</b>	Technology	18,385	2	58%	30
57	 <b>Colgate</b>	Personal Care	17,977	4	2%	-1
58	 <b>BT</b>	Telecom Providers	17,953	3	17%	6
59	 <b>ANZ</b>	Regional Banks	17,702	4	-7%	-8
60	 <b>citi</b>	Global Banks	17,486	2	1%	-3
61	 <b>orange</b>	Telecom Providers	17,384	3	12%	1
62	 <b>中国人寿</b> China Life	Insurance	17,365	3	44%	19
63	 <b>中国石化</b> SINOPEC	Oil & Gas	17,267	1	21%	4
64	 <b>IKEA</b>	Retail	17,025	3	-12%	-14
65	 <b>中國銀行</b> BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 <b>DHL</b>	Logistics	16,301	4	19%	7
67	 <b>CISCO</b>	Technology	16,060	2	17%	5
68	 <b>中国平安</b> PING AN	Insurance	15,959	3	29%	9
69	 <b>SIEMENS</b>	Technology	15,496	3	-8%	-10
70	 <b>HUAWEI</b>	Technology	15,335	3	NEW ENTRY	
71	 <b>PetroChina</b>	Oil & Gas	15,022	1	21%	5
72	 <b>usbank</b>	Regional Banks	14,786	3	-1%	-7
73	 <b>ebay</b>	Retail	14,171	3	-9%	-12
74	 <b>HDFC BANK</b>	Regional Banks	14,027	4	NEW ENTRY	
75	 <b>H&amp;M</b>	Apparel	13,827	2	-11%	-12


























Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)  
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 <b>GUCCI</b>	Luxury	13,800	5	-14%	-16
77	 <b>J.P.Morgan</b>	Global Banks	13,522	3	9%	2
78	 <b>HONDA</b> The Power of Dreams	Cars	13,332	4	-5%	-8
79	 <b>pepsi</b>	Soft Drinks	13,134	4	14%	9
80	 <b>Ford</b>	Cars	13,106	3	11%	4
81	 <b>bp</b>	Oil & Gas	12,938	1	1%	-7
82	 <b>Telstra</b>	Telecom Providers	12,701	4	NEW ENTRY	
83	 <b>KFC</b>	Fast Food	12,649	4	6%	0
84	 <b>Westpac</b>	Regional Banks	12,420	4	6%	1
85	 <b>LinkedIn</b>	Technology	12,200	5	-2%	-7
86	 <b>Santander</b>	Global Banks	12,181	3	10%	5
87	 <b>Woolworths</b>	Retail	11,818	4	-1%	-5
88	 <b>PayPal</b>	Payments	11,806	4	20%	9
89	 <b>CHASE</b>	Regional Banks	11,661	3	0%	-2
90	 <b>ALDI</b>	Retail	11,660	2	22%	10
91	 <b>ING</b>	Global Banks	11,560	3	18%	7
92	 <b>Twitter</b>	Technology	11,447	4	-17%	-21
93	 <b>NISSAN</b>	Cars	11,411	3	3%	-3
94	 <b>Red Bull</b>	Soft Drinks	11,375	4	5%	-2
95	 <b>Bank of America</b>	Regional Banks	11,335	2	12%	-1
96	 <b>NTT docomo</b>	Telecom Providers	11,223	3	12%	-1
97	 <b>COSTCO</b> WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 <b>SoftBank</b>	Telecom Providers	11,131	2	NEW ENTRY	
99	 <b>中国电信</b> CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 <b>Scotiabank</b>	Regional Banks	11,044	2	-3%	-11











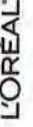














Pepsi includes Diets  
Red Bull includes sugar-free and Cola

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	 Google	Technology	158,843	3	40%	1
2	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	 Visa	Credit Card	79,197	4	41%	2
8	 AT&T	Telecoms	77,883	3	3%	-2
9	 L'Oréal Paris	Tobacco	67,341	3	-3%	-1
10	 Amazon.com	Retail	64,255	3	41%	4
11	 Verizon	Telecoms	63,460	3	20%	1
12	 Unilever	Conglomerate	56,685	2	2%	-1
13	 China Mobile	Regional Banks	54,262	3	14%	0
14	 Tencent 腾讯	Technology	53,615	4	97%	7
15	 China Mobile	Telecoms	49,899	3	-10%	-5
16	 DHL	Logistics	47,738	4	12%	-1
17	 中国工商银行	Regional Banks	42,101	2	2%	-1
18	 MasterCard	Credit Card	39,497	3	42%	2
19	 SAP	Technology	36,390	2	6%	0
20	 Web.com	Telecoms	36,277	3	-9%	-3
21	 Facebook	Technology	35,740	4	68%	10
22	 Walmart	Retail	35,325	2	-2%	-4
23	 Disney	Entertainment	34,538	4	44%	3
24	 中国银行	Credit Card	34,430	4	46%	4
25	 Baidu 百度	Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.


























## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	 Toyota	Cars	29,598	3	21%	-3
27	 T-Mobile	Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29	 Samsung	Technology	25,892	3	21%	1
30	 Louis Vuitton	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32	 BMW	Cars	25,730	4	7%	-8
33	 中国建设银行	Regional Banks	25,008	2	-7%	-11
34	 Nike	Apparel	24,579	4	55%	22
35	 PepsiCo	Beer	24,414	4	20%	-1
36	 L'ORÉAL	Personal Care	23,356	4	30%	6
37	 ZARA	Apparel	23,140	3	15%	-2
38	 Intel	Regional Banks	22,620	4	13%	0
39	 Pampers	Baby Care	22,598	5	10%	-7
40	 HUGGIES	Retail	22,165	2	20%	1
41	 Mercedes-Benz	Luxury	21,844	5	14%	-1
42	 Heinz	Cars	21,535	4	20%	1
43	 Subway	Fast Food	21,020	4	26%	8
44	 Commerzbank	Regional Banks	21,001	3	18%	4
45	 ORACLE	Technology	20,913	2	4%	-9
46	 movistar	Telecoms	20,809	2	56%	20
47	 ID	Regional Banks	19,950	3	12%	-1
48	 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	 lip	Technology	19,469	2	19%	5
50	 IKEA	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diet and Zero.  
The Brand Value of Budweiser includes Bud Light.



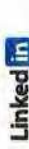
























## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51 	Regional Banks	19,072	3	15%	1
52 	Personal Care	19,025	4	7%	-7
53 	Oil & Gas	19,005	1	8%	-4
54 	Regional Banks	18,235	2	-9%	-17
55 	Technology	18,105	3	10%	-2
56 	Personal Care	17,668	4	2%	-6
57 	Global Banks	17,341	2	30%	7
58 	Logistics	17,002	4	24%	4
59 	Technology	16,800	2	36%	13
60 	Luxury	16,131	5	27%	8
61 	Retail	15,587	2	-12%	-14
62 	Telecoms	15,580	3	13%	-2
63 	Apparel	15,557	2	22%	6
64 	Telecoms	15,367	2	61%	30
65 	Regional Banks	14,926	3	9%	-2
66 	Retail	14,842	4	-9%	-11
67 	Oil & Gas	14,269	1	9%	0
68 	Regional Banks	14,177	2	0%	-10
69 	Technology	14,174	3	44%	23
70 	Cars	14,085	3	14%	1
71 	Technology	13,837	4	New	New
72 	Technology	13,710	2	16%	5
73 	Logistics	13,687	4	53%	25
74 	Oil & Gas	12,871	1	12%	4
75 	Regional Banks	12,637	3	0%	-5


Sources: Valuations include data from BrandZ™, Nielsen Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,985	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	29%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1


























The Brand Value of Pepsi includes Diets.  
The Brand Value of Red Bull includes sugar-free and Cola.

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1	Technology		185,071	4	1%	0
2	Technology		113,669	3	5%	1
3	Technology		112,536	3	-3%	-1
4	Fast Food		90,256	4	-5%	0
5	Soft Drinks		78,415	5	6%	1
6	Telecoms		75,507	3	10%	2
7	Technology		69,814	3	-9%	-2
8	Tobacco		69,383	3	-6%	-1
9	Credit Card		56,060	4	46%	6
10	Telecoms		55,368	3	18%	0
11	Conglomerate		55,357	2	21%	0
12	Telecoms		53,004	3	8%	-3
13	Regional Banks		47,748	3	20%	1
14	Retail		45,727	3	34%	4
15	Logistics		42,747	5	15%	1
16	Regional Banks		41,115	2	-1%	-3
17	Telecoms		39,712	3	-8%	-5
18	Retail		36,220	2	5%	-1
19	Technology		34,365	2	34%	3
20	Credit Card		27,821	4	34%	9
21	Technology		27,273	4	52%	16
22	Regional Banks	 China Construction Bank	26,859	2	10%	2
23	Cars		24,497	4	12%	5
24	Cars		24,015	4	-2%	-1
25	Global Banks		23,970	3	24%	6

Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg.  
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).



	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26	Entertainment		23,913	3	40%	17
27	Telecoms		23,893	2	-11%	-7
28	Credit Card		23,514	4	16%	2
29	Luxury		22,719	4	-12%	-8
30	Technology		21,404	3	51%	25
31	Technology		21,261	4	-36%	-12
32	Baby Care		20,594	5	13%	3
33	Technology		20,443	5	-16%	-8
34	Beer		20,297	4	28%	14
35	Apparel		20,167	3	60%	31
36	Technology		20,039	2	-11%	-9
37	Regional Banks		19,975	2	12%	1
38	Regional Banks		19,968	4	16%	2
39	Oil & Gas		19,229	1	5%	-5
40	Luxury		19,129	4	0%	-8
41	Retail		18,488	2	43%	21
42	Personal Care		17,971	4	30%	15
43	Cars		17,952	4	11%	3
44	Fast Food	 Starbucks	17,892	4	5%	-2
45	Personal Care		17,823	4	-6%	-12
46	Regional Banks		17,781	4	22%	8
47	Retail		17,749	2	40%	17
48	Regional Banks		17,745	3	36%	12
49	Oil & Gas		17,678	1	-1%	-10
50	Personal Care		17,250	4	15%	1

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food	 McDonald's	16,691	4	12%	1
52 Regional Banks	 JCB	16,565	3	New	New
53 Technology	 accenture	16,503	3	2%	-8
54 Technology	 hp	16,362	2	-29%	-28
55 Retail	 TESCO	16,303	4	-9%	-19
56 Apparel	 Nike	15,817	4	-3%	-12
57 Insurance	 中国人寿	15,279	3	5%	-4
58 Regional Banks	 中国银行	14,236	2	10%	3
59 Regional Banks	 ICICI Bank	14,196	1	12%	4
60 Telecoms	 Orange	13,829	2	-10%	-10
61 Technology	 intel	13,757	2	-12%	-12
62 Logistics	 FedEx	13,732	4	17%	8
63 Regional Banks	 us bank	13,716	3	19%	9
64 Global Banks	 citi	13,386	2	37%	18
65 Oil & Gas	 PetroChina	13,380	1	11%	3
66 Telecoms	 movistar	13,336	2	-22%	-25
67 Oil & Gas	 Exxon	13,127	1	-6%	-11
68 Luxury	 GUCCI	12,735	5	48%	New
69 Apparel	 H&M	12,732	2	-6%	-11
70 Regional Banks	 SBERBANK	12,655	3	19%	4
71 Cars	 Ford	12,401	3	-2%	-6
72 Technology	 SIEMENS	12,331	1	16%	1
73 Alcohol	 Heineken	12,193	3	3%	-4
74 Retail	 NEW ERA	12,040	3	31%	15
75 Soft Drinks	 pepsi	12,029	4	-5%	-8
























Visuals: Brand value based on BrandZ™, a leading international brand value and reputation research company. Brand value is based on the number of brand value projects, and a score of 1 to 5 (5 is highest).

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail	 Target	11,879	3	13%	0
77 Technology	 CISCO	11,816	2	-11%	-16
78 Oil & Gas	 Shell	11,620	1	11%	-1
79 Telecoms	 MTN	11,448	3	23%	9
80 Retail	 Woolworths	11,039	3	New	New
81 Global Banks	 CHASE	10,836	3	25%	-11
82 Telecoms	 H3G	10,633	3	11%	3
83 Soft Drinks	 Red Bull	10,558	3	6%	-3
84 Insurance	 中国平安	10,558	3	4%	-6
85 Regional Banks	 Santander	10,396	2	8%	-2
86 Cars	 Audi	10,186	3	3%	-5
87 Global Banks	 上海商业	10,160	2	1%	-6
88 Regional Banks	 Westpac	10,070	3	New	New
89 Telecoms	 docomo	10,054	3	-13%	-18
90 Telecoms	 docomo	10,028	3	-37%	-43
91 Fast Food	 Burger King	9,953	3	12%	0
92 Technology	 YAHOO!	9,828	3	New	New
93 Global Banks	 J.P. Morgan	9,668	2	New	New
94 Telecoms	 BT	9,531	2	New	New
95 Luxury	 PRADA	9,454	4	63%	New
96 Global Banks	 Citigroup	9,282	3	8%	-1
97 Oil & Gas	 BP	9,036	1	5%	-4
98 Logistics	 DHL	8,940	3	18%	2
99 Retail	 Volkswagen	8,885	2	-5%	-12
100 Cars	 Volkswagen	8,790	3	3%	-4

The 2013 BrandZ™ Top 100 Most Valuable Global Brands list is based on the BrandZ™ methodology. The BrandZ™ Top 100 Most Valuable Global Brands list is based on the BrandZ™ methodology.

## BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology	<b>Microsoft*</b>	76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial	<b>ICBC</b> 	41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial	<b>VISA</b>	38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).


















































Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

\* The Brand Value of Coca-Cola includes Lights, Diets and Zero




\*\* The Brand Value of Budweiser includes Bud Light



BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%


\*The Brand Value of Coca-Cola includes Lites, Diets and Zero  
\*\*Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems  
\*\*\*The Brand Value of Budweiser includes Bud Light  
\*\*\*\*The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

\*\*\*\*\*The Brand Value of Nintendo includes Wii and Nintendo DS  
\*\*\*\*\*The Brand Value of Sony includes Playstation 2 and 3, as well as PSP  
\*\*\*\*\*The Brand Value of Red Bull includes sugar-free and Cola  
Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)





















































THE TOP 100

TOP 100 Most Valuable Global Brands 2010							
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1		114,260	14%	26	 TOYOTA	21,769	-27%
2		86,383	30%	27	 中国建设银行 China Construction Bank	20,929	-8%
3		83,153	32%	28	 Gillette®	20,663	-10%
4		76,344	0%	29	 LV LOUIS VUITTON	19,781	2%
5		67,983	1%	30	 WELLS FARGO	18,746	16%
6		66,005	-1%	31	 Santander	18,012	12%
7		57,047	15%	32	 Nintendo**	17,834	-2%
8	 中国移动通信 CHINA MOBILE	52,616	-14%	33	 Pampers	17,434	-8%
9		45,054	-25%	34	 bp	17,283	N/A
10		44,404	-17%	35	 CISCO	16,719	-7%
11	 ICBC (Asia) 工 銀 亞 洲	43,927	15%	36	 RBC	16,608	12%
12		39,717	48%	37	 Bank of America	16,393	6%
13	 Walmart* Save Money. Live better.	39,421	-4%	38	 Budweiser***	15,991	20%
14		30,708	12%	39	 ExxonMobil	15,476	N/A
15		27,459	29%	40		15,112	N/A
16		26,492	-5%	41	 Disney	15,000	-35%
17		25,741	12%	42	 Carrefour	14,980	0%
18		24,883	52%	43	 NOKIA CONNECTING PEOPLE	14,866	-58%
19		24,817	16%	44	 accenture	14,734	-2%
20		24,675	39%	45	 ICICI Bank	14,454	N/A
21		24,291	3%	46		14,303	-2%
22		23,714	18%	47	 Colgate	14,224	15%
23		23,408	23%	48	 intel	14,210	-38%
24	 中国銀行 BANK OF CHINA	21,960	4%	49	 L'ORÉAL	14,129	-6%
25		21,816	-9%	50	 orange	14,018	6%

\*The Brand Value of Coca-Cola includes Lites, Diets and Zero  
\*\* The Brand Value of Nintendo includes Wii and Nintendo DS  
\*\*\* The Brand Value of Budweiser includes Bud Light  
\*\*\*\* The Brand Value of Pepsi includes Lites, Diets and Zero  
\*\*\*\*\* The Brand Value of Red Bull includes sugar-free and Cola  
\*\*\*\*\* The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket  
\*\*\*\*\* Brand Value includes Playstation 2 and 3, as well as PSP  
Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)


































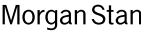
















#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51	PetroChina	13,935	N/A	76	eBay	9,328	-28%
52	AMERICAN EXPRESS	13,912	-7%	77	SIEMENS	9,293	-31%
53	Mercedes-Benz	13,736	-11%	78	Goldman Sachs	9,283	25%
54	citi	13,403	-8%	79	WRIGLEY'S	9,201	-15%
55	T-Mobile	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81	MARKET VANTAGE	8,971	-3%
57	docomo	12,969	-18%	82	Red Bull****	8,917	9%
58	pepsi****	12,752	-15%	83	ALDI	8,747	1%
59	NIKE	12,597	5%	84	NISSAN	8,607	-16%
60	MOVISTAR	12,434	14%	85	STARBUCKS COFFEE*****	8,490	17%
61	CHASE	12,426	17%	86	HERMÈS PARIS	8,457	8%
62	TARGET	12,148	-1%	87	BARCLAYS	8,383	20%
63	H&M	12,131	1%	88	usbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65	PORSCHE	12,021	-31%	90	招商银行 CHINA MERCHANTS BANK	8,236	2%
66	DELL	11,938	-23%	91	STATE FARM INSURANCE	8,214	19%
67	MasterCard	11,659	57%	92	Булгайн	8,160	-8%
68	SAMSUNG	11,351	80%	93	J.P.Morgan	8,159	4%
69	telcel	10,850	NA	94	SONY*****	8,147	30%
70	O2	10,593	23%	95	Morgan Stanley	8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MTS	9,723	6%	97	GUCCI	7,588	2%
73	PETROBRAS	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	Baidu百度	9,356	62%	100	TIM	7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1		100,039	16%	26		21,294	85%
2		76,249	8%	27		21,192	9%
3		67,625	16%	28		20,059	67%
4		66,622	20%	29		19,395	5%
5		66,575	34%	30		19,079	3%
6		63,113	14%	31		18,945	N/A
7		61,283	7%	32		18,233	N/A
8		59,793	-16%	33		17,965	-25%
9		53,727	45%	34		17,713	-8%
10		49,460	33%	35		17,467	-20%
11		41,083	19%	36		16,353	N/A
12		38,056	36%	37		16,228	-34%
13		35,163	-20%	38		16,035	10%
14		29,907	-15%	39		15,776	5%
15		27,842	-9%	40		15,499	-14%
16		27,478	100%	41		15,480	-53%
17		26,745	-9%	42		15,422	1%
18		23,948	-15%	43		15,076	7%
19		23,615	9%	44		14,996	-3%
20		23,110	-3%	45		14,991	-9%
21		22,938	-1%	46		14,963	-40%
22		22,919	6%	47		14,961	-1%
23		22,851	4%	48		14,894	-22%
24		22,811	16%	49		14,608	-52%
25		21,438	-6%	50		14,571	-12%

\* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero  
\*\* The brand value of Pepsi includes Diet Pepsi and Pepsi  
\*\*\* Budweiser's value includes both Bud Light and Bud  
\*\*\*\* ING value includes ING Bank and ING Insurance  
Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)



#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

## Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

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Apple And Microsoft Head The World's Most Valuable Brands 2015

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Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after Phil Knight and Howard Schultz stepped down from leading their respective companies. Steve Jobs was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's Tuck School of Business.

The World's Most Valuable Brands 2015

1 of 25

#1 Apple

Brand value: \$145.3 billion

1 year change: 17%

The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.

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Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.


Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly *cool again* under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.



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## Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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Rounding out the top five are [Google](#) [GOOG](#) [+0.45%](#) (\$65.6 billion), [Coca-Cola](#) [KO](#) [+0.2%](#) (\$56 billion) and [IBM](#) [IBM](#) [+0.2%](#) (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm [Vodafone](#). The top 100 includes product brands like [Procter & Gamble](#) [PG](#) [+0.1%](#)-owned [Gillette](#) as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: [Amazon.com](#) [AMZN](#) [+0.9%](#) (+32%) and Disney (+26%). [Adidas](#) (-14%) and [Danone](#) (-13%) had the biggest drops.

[Full List: The World's Most Valuable Brands](#)

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# Apple, Microsoft And Google Are World's Most Valuable Brands

## [The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

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33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

#### **[Full List: The World's Most Valuable Brands](#)**

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**RECOMMENDED BY FORBES**

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education &amp; local economies

BUSINESS | 11/06/2013 @ 11:56AM | 73,903 views

# Apple Dominates List Of The World's Most Valuable Brands

## [The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand.

"Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

## **Full List: The World's Most Valuable Brands**

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

### **Full List: The World's Most Valuable Brands**

*Research: Courtney Retter*

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**This article is available online at:**

<http://www.forbes.com/sites/kurtbadenhausen/2013/11/06/apple-dominates-list-of-the-worlds-most-valuable-brands/>

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education &amp; local economies

BUSINESS | 10/02/2012 @ 4:57PM | 77,326 views

# Apple Tops List Of The World's Most Powerful Brands

## [The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11<sup>th</sup> on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

### **In Pictures: The World's Most Powerful Brands**

#### **Full Coverage: The World's Most Powerful Brands**

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36<sup>th</sup> highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”

**[In Pictures: The World's Most Powerful Brands](#)**

**[Full Coverage: The World's Most Powerful Brands](#)**

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**Brian Caulfield**, Forbes Staff

Covering the intersection of new things and mass markets.

TECH | 5/09/2011 @ 6:10AM | 12,220 views

# Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

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This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

# EXHIBIT 3



Telecommunications

... back to top

## EquiTrend® Categories

Airlines

Appliances

Automotive

Computer Products

Consumer Electronics

Cruise Lines

Entertainment / Recreation

Financial Services / Insurance

Foods

Hotels

Household Products

Media

Non-Profits

Online Organizations

Other Products

Over-the-Counter Products

Restaurants

Retail

Sports

Telecommunications

... back to top

Airlines

Appliances

Automotive

Computer Products

Consumer Electronics

Cruise Lines

Entertainment / Recreation

Financial Services / Insurance

Foods

Hotels

Household Products

Media

Non-Profits

Online Organizations

Other Products

Over-the-Counter Products

Restaurants

Retail

Sports

Telecommunications

... back to top

## EquiTrend® Categories

Airlines

Digital Camera

Gaming Console

Smartwatch

Wearable Fitness Tech

## Cruise Lines

Cruise Line

## Entertainment / Recreation

Movie Theater

Video Game Series

## Financial Services / Insurance

Auto Insurance

Discount Brokerage

Health Insurance

Investment

Life Insurance

National Bank

Payment Card

Home Insurance

Real Estate Agency

Super Regional Bank

Tax Preparation

## Foods

Chocolate Candy

Non-Chocolate Candy

Premium Chocolate

## Hotels

Economy Hotel

Extended Stay Hotel

Full Service Hotel

Luxury Hotel

Mid-Market Hotel

## Household Products

Paint

Power Tool

Vacuum Cleaner

Window Covering

## Media

Factual Entertainment TV

General Entertainment TV

Kids' TV

Music TV

News Service

Pay Cable TV Network

Sports TV

TV Network

TV News

TV Service Provider

[Appliances](#)  
[Automotive](#)  
[Computer Products](#)  
[Consumer Electronics](#)  
[Cruise Lines](#)  
[Entertainment / Recreation](#)  
[Financial Services / Insurance](#)  
[Foods](#)  
[Hotels](#)  
[Household Products](#)  
[Media](#)  
[Non-Profits](#)  
[Online Organizations](#)  
[Other Products](#)  
[Over-the-Counter Products](#)  
[Restaurants](#)  
[Retail](#)  
[Sports](#)  
[Telecommunications](#)

[... back to top](#)

[Airlines](#)  
[Appliances](#)  
[Automotive](#)  
[Computer Products](#)  
[Consumer Electronics](#)  
[Cruise Lines](#)  
[Entertainment / Recreation](#)  
[Financial Services / Insurance](#)  
[Foods](#)  
[Hotels](#)  
[Household Products](#)  
[Media](#)  
[Non-Profits](#)  
[Online Organizations](#)  
[Other Products](#)  
[Over-the-Counter Products](#)  
[Restaurants](#)  
[Retail](#)  
[Sports](#)  
[Telecommunications](#)

[... back to top](#)

#### Non-Profits

Animal Welfare Non-Profit
Disability Non-Profit
Environmental Non-Profit
Health Non-Profit
International Aid Non-Profit
Social Services Non-Profit
Disabled Veterans Association
Youth Non-Profit

#### Online Organizations

E-Retailer
Health Information Website
Online Auto Shopping
Online Computer Retailer
Online Department Store
Online Grocery
Online Home Search
Online Job Search
Online Mass Merchandiser
Online Office Supply Retailer
Online Travel Service
Social Networking Site
Video Streaming Subscription

#### Other Products

Gift Basket
Greeting Card
Moving Truck
Package Delivery

#### Over-the-Counter Products

OTC Children's Pain Relief
OTC Cold / Allergy
OTC Digestive Aid
OTC Fiber Supplement
OTC Laxative
OTC Pain Relief
OTC Sleep Aid

#### Restaurants

Burger Restaurant
Casual Dining Restaurant
Chicken Restaurant
Coffee & Quick Service Restaurant
Fast Casual Mexican Restaurant
Italian Dining Restaurant
Pizza Chain
Sandwich Shop

#### Retail

Convenience Store
Department Store
Discount Shoes Store

Gasoline
Grocery Store - Midwest Region
Grocery Store - Northeast Region
Grocery Store - South Region
Grocery Store - West Region
Hardware & Home Store
Jeweler
Luxury Department Store
Mass Merchandiser
Off-Price Retailer
Office Supply Store
Pet Supply Store
Pharmacy
Sporting Goods Store
Value Store
Warehouse Club
 Sports
Sports League
 Telecommunications
Mobile Network
Mobile Payments
Mobile Phone

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# EXHIBIT 4

Interbrand























# Rankings





Filter +












<b>01</b>  <b>+43%</b> 170,276 \$m 	<b>02</b>  <b>+12%</b> 120,314 \$m	<b>03</b>  <b>-4%</b> 78,423 \$m	<b>04</b>  <b>+11%</b> 67,670 \$m
<b>05</b>  <b>-10%</b> 65,095 \$m	<b>06</b>  <b>+16%</b> 49,048 \$m	<b>07</b>  <b>0%</b> 45,297 \$m	<b>08</b>  <b>-7%</b> 42,267 \$m
<b>09</b>  <b>-6%</b> 39,809 \$m	<b>10</b>  <b>+29%</b> 37,948 \$m 	<b>11</b>  <b>+9%</b> 37,212 \$m	<b>12</b>  Mercedes-Benz <b>+7%</b> 36,711 \$m
<b>13</b>  <b>+13%</b> 36,514 \$m	<b>14</b>  <b>+4%</b> 35,415 \$m	<b>15</b>  <b>-3%</b> 29,854 \$m	<b>16</b>  <b>+5%</b> 27,283 \$m



<b>17</b> <b>Interbrand</b>  <b>+16%</b> 23,070 \$m <b>21</b>	<b>18</b>  <b>-3%</b> 23,056 \$m <b>22</b>	<b>19</b> <b>HONDA</b> <b>+6%</b> 22,975 \$m <b>23</b>	 LOUIS VUITTON <b>-1%</b> 22,250 \$m <b>24</b>
 <b>+5%</b> 22,222 \$m	<b>Gillette</b> <b>-3%</b> 22,218 \$m	 <b>+54%</b> 22,029 \$m 	 <b>+3%</b> 19,622 \$m
<b>25</b>  <b>-3%</b> 18,922 \$m	<b>26</b>  <b>+8%</b> 18,768 \$m	<b>27</b>  <b>+4%</b> 16,541 \$m	<b>28</b>  <b>+8%</b> 15,267 \$m
<b>29</b>  <b>+2%</b> 14,723 \$m	<b>30</b> <b>ZARA</b> <b>+16%</b> 14,031 \$m	<b>31</b>  <b>+7%</b> 13,943 \$m	<b>32</b>  <b>-3%</b> 13,940 \$m
<b>33</b> <b>J.P.Morgan</b> <b>+10%</b> 13,749 \$m	<b>34</b>  <b>-6%</b> 12,637 \$m	<b>35</b>  <b>-9%</b> 12,545 \$m	<b>36</b> <b>NESCAFÉ</b> <b>+7%</b> 12,257 \$m
<b>37</b> <b>HSBC</b>  <b>-11%</b> 11,656 \$m	<b>38</b>  <b>+6%</b> 11,578 \$m	<b>39</b>  <b>+8%</b> 11,293 \$m	<b>40</b> <b>Canon</b> <b>-4%</b> 11,278 \$m

<b>41</b> <b>Interbrand</b>  <b>+22%</b> <b>10,944 \$m</b> 	<b>42</b> <b>accenture</b> <b>+9%</b> <b>10,800 \$m</b>	<b>43</b> <b>L'ORÉAL</b> <b>+6%</b> <b>10,798 \$m</b>	<b>44</b>  <b>+5%</b> <b>10,328 \$m</b>
<b>45</b>  <b>+12%</b> <b>9,784 \$m</b>	<b>46</b>  <b>+9%</b> <b>9,526 \$m</b>	<b>47</b>  <b>-8%</b> <b>9,400 \$m</b>	<b>48</b>  <b>+14%</b> <b>9,254 \$m</b>
<b>49</b>  <b>+19%</b> <b>9,082 \$m</b> 	<b>50</b> <b>GUCCI</b> <b>-14%</b> <b>8,882 \$m</b>	<b>51</b>  <b>+5%</b> <b>8,632 \$m</b>	<b>52</b>  <b>+7%</b> <b>8,588 \$m</b>
<b>53</b> <b>SIEMENS</b> <b>-1%</b> <b>8,553 \$m</b>	<b>54</b> <b>Allianz</b>  <b>+10%</b> <b>8,498 \$m</b>	<b>55</b>  <b>+3%</b> <b>8,464 \$m</b>	<b>56</b>  <b>+12%</b> <b>8,055 \$m</b>
<b>57</b> <b>Cartier</b> <b>+6%</b> <b>7,924 \$m</b>	<b>58</b> <b>SONY</b> <b>-5%</b> <b>7,702 \$m</b>	<b>59</b>  <b>+17%</b> <b>7,243 \$m</b> 	<b>60</b> <b>Morgan Stanley</b> <b>+12%</b> <b>7,083 \$m</b>
<b>61</b>  <b>+15%</b> <b>6,870 \$m</b>	<b>62</b>  <b>-8%</b> <b>6,811 \$m</b>	<b>63</b>  <b>-12%</b> <b>6,583 \$m</b>	<b>64</b>  <b>+6%</b> <b>6,509 \$m</b>

<b>65</b> <b>Interbrand</b>  <b>+2%</b> 6,436 \$m	<b>66</b> TIFFANY & CO.  <b>+6%</b> 6,606 \$m	<b>67</b>  <b>+16%</b> 6,266 \$m 	 <b>+17%</b> 6,257 \$m 
<b>69</b> <b>PRADA</b> <b>+4%</b> 6,222 \$m	<b>70</b>  <b>+13%</b> 6,097 \$m	<b>71</b>  <b>-9%</b> 6,033 \$m	 <b>-12%</b> 5,976 \$m
<b>73</b> BURBERRY <b>+5%</b> 5,873 \$m	<b>74</b>  <b>+5%</b> 5,666 \$m	<b>75</b>  <b>-7%</b> 5,639 \$m	 <b>+17%</b> 5,551 \$m 
<b>77</b>  <b>+7%</b> 5,533 \$m	<b>78</b>  <b>-12%</b> 5,530 \$m	<b>79</b>  <b>+14%</b> 5,460 \$m	<b>80</b>  <b>+6%</b> 5,391 \$m
<b>81</b>  <b>-5%</b> 5,365 \$m	<b>82</b>  <b>New</b> 5,362 \$m	<b>83</b>  <b>+2%</b> 5,208 \$m	 <b>+6%</b> 5,161 \$m
<b>85</b>  <b>+2%</b> 5,133 \$m	<b>86</b>  <b>+16%</b> 5,130 \$m 	<b>87</b>  <b>+14%</b> 5,109 \$m	 <b>+15%</b> 4,952 \$m

<b>89</b> <b>Interbrand</b>  <b>+14%</b> <b>93</b> 322 \$m	<b>90</b>  <b>-7%</b> <b>94</b> 263 \$m	<b>91</b> RALPH LAUREN <b>-7%</b> <b>95</b> 229 \$m	<b>92</b>  <b>-6%</b> <b>96</b> 540 \$m
 <b>+2%</b> 4,456 \$m	 <b>-4%</b> 4,407 \$m	 <b>-7%</b> 4,330 \$m	 <b>+3%</b> 4,270 \$m
<b>97</b>  <b>New</b> 4,251 \$m	<b>98</b>  <b>New</b> 4,243 \$m	<b>99</b>  <b>New</b> 4,131 \$m	<b>100</b>  <b>New</b> 4,114 \$m

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Creating and Managing Brand Value™






























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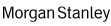


































# Rankings

Filter +



01  <b>+21%</b> 118,863 \$m	02  <b>+15%</b> 107,439 \$m	03  <b>+3%</b> 81,563 \$m	04  <b>-8%</b> 72,244 \$m	05  <b>+3%</b> 61,154 \$m	06  <b>-3%</b> 45,480 \$m	07  <b>+15%</b> 45,462 \$m	08  <b>+20%</b> 42,392 \$m
09  <b>+1%</b> 42,254 \$m	10  Mercedes-Benz <b>+8%</b> 34,338 \$m	11  <b>+7%</b> 34,214 \$m	12  <b>-8%</b> 34,153 \$m	13  <b>+14%</b> 32,223 \$m	14  <b>+6%</b> 30,936 \$m	15  <b>+25%</b> 29,478 \$m 	
16  <b>+8%</b> 25,980 \$m	17  <b>-8%</b> 23,758 \$m	18  <b>-9%</b> 22,845 \$m	19  <b>-9%</b> 22,552 \$m	20  <b>+17%</b> 21,673 \$m	21  <b>+16%</b> 21,083 \$m		
22	23	24	25	26	27	28	30

<div>+16% 19,876 \$m</div> <div></div>	<div>+11% 19,510 \$m</div> <div></div>	<div>+7% 19,119 \$m</div> <div></div>	<div>+4% 17,340 \$m</div> <div></div>	<div>+15% 15,885 \$m</div> <div></div>	<div>+5% 14,470 \$m</div> <div></div>	<div>+9% 14,358 \$m</div> <div></div>	<div>+8% 14,078 \$m</div> <div></div>
29		31		32	33	34	35
<div></div>		<div></div>		<div></div>	<div>HSBC </div>	<div></div>	<div>J.P.Morgan</div>
<div>+86% 14,349 \$m</div> <div></div>		<div>+23% 13,716 \$m</div> <div></div>		<div>+4% 13,442 \$m</div>	<div>+8% 13,142 \$m</div>	<div>+3% 13,024 \$m</div>	<div>+9% 12,456 \$m</div>
40	41	42	43	44	45		46
<div></div>	<div>GUCCI</div>	<div></div>	<div>L'ORÉAL PARIS</div>	<div>accenture</div>	<div></div>		<div></div>
<div>+16% 10,409 \$m</div>	<div>+2% 10,385 \$m</div>	<div>+5% 10,264 \$m</div>	<div>+3% 10,162 \$m</div>	<div>+4% 9,882 \$m</div>			<div>+18% 8,977 \$m</div>
47	48	49	50	51	52		52
<div></div>	<div></div>	<div>SIEMENS</div>	<div></div>	<div></div>	<div>Audi</div>		<div>SONY</div>
<div>+3% 8,758 \$m</div>	<div>+10% 8,737 \$m</div>	<div>+2% 8,672 \$m</div>	<div>+5% 8,215 \$m</div>	<div>+3% 8,205 \$m</div>	<div>+27% 9,831 \$m</div> <div></div>		<div>-3% 8,133 \$m</div>
53	54	55	56		57	58	59
<div></div>	<div></div>	<div>Allianz </div>			<div></div>	<div>Cartier</div>	<div></div>
<div>+14% 8,120 \$m</div>	<div>+6% 8,000 \$m</div>	<div>+15% 7,702 \$m</div>			<div>-8% 7,472 \$m</div>	<div>+8% 7,449 \$m</div>	<div>-2% 7,378 \$m</div>
60	61	62			63	64	65

<div></div> <div>PORSCHE</div> <div>+11%</div> <div>7,171 \$m</div>	<div></div> <div>CATERPILLAR</div> <div>-4%</div> <div>6,812 \$m</div>	<div></div> <div>xerox</div> <div>-2%</div> <div>6,641 \$m</div>	<div></div> <div>VISA</div> <div>+23%</div> <div>7,623 \$m</div>	<div></div> <div>TOP RISER</div> <div>+11%</div> <div>6,334 \$m</div>	<div></div> <div>Morgan Stanley</div> <div>+8%</div> <div>6,303 \$m</div>	<div></div> <div>Panasonic</div> <div>+14%</div> <div>6,288 \$m</div>	
66	67	68	69	70	71	72	73
<div></div> <div>3M</div> <div>+14%</div> <div>6,177 \$m</div>	<div></div> <div>DHL</div> <div>+7%</div> <div>6,143 \$m</div>	<div></div> <div>KFC</div> <div>-2%</div> <div>6,059 \$m</div>	<div></div> <div>VISA</div> <div>+10%</div> <div>5,998 \$m</div>	<div></div> <div>PRADA</div> <div>+7%</div> <div>5,977 \$m</div>	<div></div> <div>TIFFANY &amp; CO.</div> <div>+9%</div> <div>5,936 \$m</div>	<div></div> <div>Sprite</div> <div>-3%</div> <div>5,646 \$m</div>	<div></div> <div>BURBERRY</div> <div>+8%</div> <div>5,594 \$m</div>
74	75	76	77	78	79	80	81
<div></div> <div>KIA</div> <div>+15%</div> <div>5,396 \$m</div>	<div></div> <div>Santander</div> <div>+16%</div> <div>5,382 \$m</div>	<div></div> <div>Starbucks</div> <div>+22%</div> <div>5,382 \$m</div>	<div></div> <div>Adobe</div> <div>+9%</div> <div>5,333 \$m</div>	<div></div> <div>Johnson &amp; Johnson</div> <div>+9%</div> <div>5,194 \$m</div>	<div></div> <div>JOHN DEERE</div> <div>+5%</div> <div>5,124 \$m</div>	<div></div> <div>MTV</div> <div>+2%</div> <div>5,102 \$m</div>	<div></div> <div>DHL</div> <div>NEW</div> <div>5,084 \$m</div>
82	83	84	85	86	87	88	89
<div></div> <div>CHEVROLET</div> <div>+10%</div> <div>5,036 \$m</div>	<div></div> <div>RALPH LAUREN</div> <div>+9%</div> <div>4,979 \$m</div>	<div></div> <div>DURACELL</div> <div>+6%</div> <div>4,935 \$m</div>	<div></div> <div>JACK DANIEL'S</div> <div>+5%</div> <div>4,884 \$m</div>	<div></div> <div>JOHANNA WALKER</div> <div>+2%</div> <div>4,842 \$m</div>	<div></div> <div>HARLEY-DAVIDSON</div> <div>+13%</div> <div>4,772 \$m</div>	<div></div> <div>MasterCard</div> <div>+13%</div> <div>4,758 \$m</div>	<div></div> <div>Kleenex</div> <div>+5%</div> <div>4,643 \$m</div>
90	91	92	93	94	95	96	97
<div></div> <div>SMIRNOFF</div> <div>+8%</div> <div>4,609 \$m</div>	<div></div> <div>LAND ROVER</div> <div>NEW</div> <div>4,473 \$m</div>	<div></div> <div>FedEx</div> <div>NEW</div> <div>4,414 \$m</div>	<div></div> <div>Corona Extra</div> <div>+3%</div> <div>4,387 \$m</div>	<div></div> <div>HUAWEI</div> <div>NEW</div> <div>4,313 \$m</div>	<div></div> <div>Heineken</div> <div>-3%</div> <div>4,221 \$m</div>	<div></div> <div>Pizza Hut</div> <div>-2%</div> <div>4,196 \$m</div>	<div></div> <div>BOSS HUGO BOSS</div> <div>NEW</div> <div>4,143 \$m</div>
98	99	100					
<div></div> <div>NOKIA</div> <div>-44%</div> <div>4,138 \$m</div>	<div></div> <div>GAP</div> <div>+5%</div> <div>4,122 \$m</div>	<div></div> <div>Nintendo</div> <div>-33%</div> <div>4,103 \$m</div>					




Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.

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			<a href="#">RSS</a>



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2013



The New Top 100

The Leadership Issue

Sector Overviews

Articles & Interviews

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The Top 100 List View



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2013 Rank	Brand	Brand Value (\$m)
1		98,316
2		93,291
3		79,213







4		78,808
5		59,546
6		46,947
7		41,992
8		39,610
9		37,257
10		35,346
11		31,904
12		31,839
13		29,053
14		28,147
15		25,843
16		25,105

17	LOUIS VUITTON	24,893
18	ORACLE®	24,088
19	amazon	23,620
20	HONDA	18,490
21	H&M	18,168
22	pepsi	17,892
23	AMERICAN EXPRESS	17,646
24	NIKE	17,085
25	SAP	16,676
26	IKEA®	13,818
27	ups	13,763
28	ebay	13,162
29		13,035

		
30	<i>Kellogg's</i>	12,987
31	<i>Budweiser</i>	12,614
32	HSBC 	12,183
33	J.P.Morgan	11,456
34		11,120
35	<b>Canon</b>	10,989
36	<b>Z A R A</b>	10,821
37	<b>NESCAFÉ</b>	10,651
38	<b>G U C C I</b>	10,151
39	<b>L'ORÉAL</b> PARIS	9,874
40	<b>PHILIPS</b>	9,813
41		9,471








42		9,181
43		9,004
44		8,536
45		8,503
46		8,408
47		8,103
48		7,973
49		7,968
50		7,833
51		7,767
52		7,732
53		7,648
54		7,616

55		7,535
56		7,527
57		7,444
58		7,125
59		7,096
60		6,897
61		6,845
62		6,779
63		6,710
64		6,471
65		6,203
66		6,192
67		6,086

68	<b>Panasonic</b>	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	<b>PRADA</b>	5,570
73		5,535
74	<b>VISA</b>	5,465
75	TIFFANY & CO.	5,440
76	<b>3M</b>	5,413
77	<b>BURBERRY</b>	5,189
78		4,980
79		4,899
80		4,865

81		4,777
82		4,745
83		4,708
84		4,660
85		4,645
86		4,642
87		4,610
88		4,584
89		4,578
90		4,428
91		4,399
92		4,331
93		4,276



94		4,269
95		4,262
96		4,230
97		4,206
98		4,013
99		3,943
100		3,920

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on [interbrand.com](http://interbrand.com) and [bestglobalbrands.com](http://bestglobalbrands.com). The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

### Interbrand's 2012 Best Global Brands

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE \$m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%
21	19	Honda	Automotive	17,280	-11%
22	22	Pepsi	Beverages	16,594	14%
23	21	H&M	Apparel	16,571	1%
24	23	American Express	Financial Services	15,702	8%
25	24	SAP	Business Services	15,641	8%
26	25	Nike	Sporting Goods	15,126	4%
27	27	UPS	Transportation	13,088	4%
28	31	IKEA	Home Furnishings	12,808	8%
29	34	Kellogg's	FMCG	12,068	6%
30	33	Canon	Electronics	12,029	3%
31	29	Budweiser	Alcohol	11,872	-3%
32	28	J.P. Morgan	Financial Services	11,471	-8%
33	32	HSBC	Financial Services	11,378	-4%
34	N/A	Pampers	FMCG	11,296	NEW
35	30	Nescafé	Beverages	11,089	-8%
36	36	eBay	Internet Services	10,947	12%
37	44	Zara	Apparel	9,488	18%
38	39	Gucci	Luxury	9,446	8%
39	47	Volkswagen	Automotive	9,252	18%
40	35	Sony	Electronics	9,111	-8%
41	41	Philips	Electronics	9,066	5%
42	40	L'Oréal	FMCG	8,821	1%
43	45	Accenture	Business Services	8,745	9%
44	37	Thomson Reuters	Business Services	8,444	-11%
45	50	Ford	Automotive	7,958	6%

46	49	Heinz	FMCG	7,722	1%
47	51	Colgate	FMCG	7,643	7%
48	38	Goldman Sachs	Financial Services	7,599	-16%
49	43	Dell	Technology	7,591	-9%
50	42	Citi	Financial Services	7,570	-12%
51	46	Siemens	Diversified	7,534	-5%
52	52	Danone	FMCG	7,498	8%
53	61	Hyundai	Automotive	7,473	24%
54	54	Morgan Stanley	Financial Services	7,218	9%
55	59	Audi	Automotive	7,196	17%
56	48	Nintendo	Electronics	7,082	-8%
57	55	Nestlé	FMCG	6,916	5%
58	53	AXA	Financial Services	6,748	1%
59	57	Xerox	Technology	6,714	5%
60	60	adidas	Sporting Goods	6,699	9%
61	64	Caterpillar	Diversified	6,306	13%
62	67	Allianz	Financial Services	6,184	16%
63	66	Hermès	Luxury	6,182	15%
64	62	KFC	Restaurants	5,994	2%
65	69	Panasonic	Electronics	5,765	14%
66	63	Sprite	Beverages	5,709	2%
67	58	MTV	Media	5,648	-12%
68	70	Cartier	Luxury	5,495	15%
69	N/A	Facebook	Internet Services	5,421	NEW
70	73	Tiffany & Co.	Luxury	5,159	15%
71	65	Avon	FMCG	5,151	-4%
72	72	Porsche	Automotive	5,149	12%
73	90	Nissan	Automotive	4,969	30%
74	75	Visa	Financial Services	4,944	10%
75	74	Shell	Energy	4,788	7%
76	68	Santander	Financial Services	4,771	-6%
77	85	3M	Diversified	4,656	18%
78	80	Adobe	Technology	4,557	9%
79	83	Johnson & Johnson	FMCG	4,378	8%
80	71	Kleenex	FMCG	4,360	-7%
81	78	Jack Daniel's	Alcohol	4,352	1%
82	95	Burberry	Luxury	4,342	16%
83	88	Johnnie Walker	Alcohol	4,301	12%
84	N/A	Prada	Luxury	4,271	NEW
85	97	John Deere	Diversified	4,221	16%
86	81	Pizza Hut	Restaurants	4,193	2%
87	N/A	Kia	Automotive	4,089	NEW
88	96	Starbucks	Restaurants	4,062	11%
89	86	Corona	Alcohol	4,061	3%
90	89	Smirnoff	Alcohol	4,050	5%
91	N/A	Ralph Lauren	Apparel	4,038	NEW
92	91	Heineken	Alcohol	3,939	3%
93	56	BlackBerry	Electronics	3,922	-39%
94	N/A	MasterCard	Financial Services	3,896	NEW
95	82	Credit Suisse	Financial Services	3,866	-5%
96	100	Harley-Davidson	Automotive	3,857	10%
97	76	Yahoo!	Internet Services	3,851	-13%
98	77	Moët & Chandon	Alcohol	3,824	-13%
99	99	Ferrari	Automotive	3,770	5%
100	84	Gap	Apparel	3,731	-8%

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2004 ranking  
2003 ranking  
2002 ranking  
2001 ranking



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

































































Karen Burke  
Global Chief































## 2011 Ranking of the Top 100 Brands






























Print

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%



<div>Communications Officer + 1 212 798-7646</div> <div>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</div> <div>BGB BADGE</div> <div>Are you a Best Global Brand? Contact <b>Jessica McHie</b> for the BGB badge and guidelines for usage.</div> <div><div>TOP 100 BEST GLOBAL BRAND 2011</div><div>Interbrand</div></div>	<table><tr><th></th><th>Rank</th><th>Previous Rank</th><th>Brand</th><th>Region/Country</th><th>Sector</th><th>Brand Value (\$m)</th><th>Change in Brand Value</th></tr><tr><td>+</td><td>27</td><td>31</td><td></td><td>United States</td><td>Transportation</td><td>12,536</td><td>6%</td></tr><tr><td>+</td><td>28</td><td>29</td><td></td><td>United States</td><td>Financial Services</td><td>12,437</td><td>1%</td></tr><tr><td>+</td><td>29</td><td>30</td><td></td><td>United States</td><td>Alcohol</td><td>12,252</td><td>0%</td></tr><tr><td>+</td><td>30</td><td>27</td><td></td><td>Switzerland</td><td>Beverages</td><td>12,115</td><td>-5%</td></tr><tr><td>+</td><td>31</td><td>28</td><td></td><td>Sweden</td><td>Home Furnishings</td><td>11,863</td><td>-5%</td></tr><tr><td>+</td><td>32</td><td>32</td><td></td><td>United Kingdom</td><td>Financial Services</td><td>11,792</td><td>2%</td></tr><tr><td>+</td><td>33</td><td>33</td><td></td><td>Japan</td><td>Electronics</td><td>11,715</td><td>2%</td></tr><tr><td>+</td><td>34</td><td>35</td><td></td><td>United States</td><td>FMCG</td><td>11,372</td><td>3%</td></tr><tr><td>+</td><td>35</td><td>34</td><td></td><td>Japan</td><td>Electronics</td><td>9,880</td><td>-13%</td></tr><tr><td>+</td><td>36</td><td>43</td><td></td><td>United States</td><td>Internet Services</td><td>9,805</td><td>16%</td></tr><tr><td>+</td><td>37</td><td>39</td><td></td><td>Canada</td><td>Media</td><td>9,515</td><td>6%</td></tr><tr><td>+</td><td>38</td><td>37</td><td></td><td>United States</td><td>Financial 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Services	9,091	-3%	+	39	44		Italy	Luxury	8,763	5%	+	40	45		France	FMCG	8,699	9%	+	41	42		Netherlands	Electronics	8,658	0%	+	42	40		United States	Financial Services	8,620	-3%	+	43	41		United States	Electronics	8,347	-6%	+	44	48		Spain	Apparel	8,065	8%	+	45	47		United States	Business Services	8,005	7%	+	46	49		Germany	Diversified	7,900	8%	+	47	53		Germany	Automotive	7,857	14%	+	48	38		Japan	Electronics	7,731	-14%	+	49	46		United States	FMCG	7,609	1%	+	50	50		United States	Automotive	7,483	4%	+	51	51		United States	FMCG	7,127	3%	+	52	58		France	FMCG	6,936	9%	+	53	56		France	Financial Services	6,694	0%	+	54	52		United States	Financial Services	6,634	-4%	+	55	57		Switzerland	FMCG	6,613	1%	+	56	54		Canada	Electronics	6,424	-5%
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+	57	59		United States	Electronics	6,414	5%	
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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# BEST GLOBAL BRANDS 2010

Top 100 Brands

Methodology

Brand Leader Conversations

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Top 100 Poster

## BEST GLOBAL BRANDS

2010 RANKINGS

Print

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%



## PREVIOUS YEARS

2010 ranking  
2009 ranking  
2008 ranking  
2007 ranking  
2006 ranking  
2005 ranking  
2004 ranking  
2003 ranking  
2002 ranking  
2001 ranking

## BGB BADGE

Are you a Best Global Brand? Contact Lisa Kline for the BGB badge and guidelines for usage.



## PRESS &amp; MEDIA

Lisa Kline  
+1 212-798-7647

Lindsay Beltzer  
+1 212 798-7786

## CHARTS &amp; GRAPHS

24 22

## TOP RISERS &amp; FALLERS

See which brands experienced the biggest change in brand value in 2010.

26 27

## INDUSTRY INSIGHTS

Find out which sectors performed best from 2009 to 2010.

30 31

32 29

33 34

34 29

35 34

36 43

37 38

38 39

39 40

40 36

41 35

42 42

43 46

44 41

45 44

46 48

47 45

48 50

49 47

50 49

51 52

52 57

53 55



United States Financial Services 13,944 -7%



United States Sporting Goods 13,706 4%



Germany Business Services 12,756 5%



Switzerland Beverages 12,753 -4%



Sweden Home Furnishings 12,487 4%



United States Financial Services 12,314 29%



United States Alcohol 12,252 4%



United States Transportation 11,826 2%



United Kingdom Financial Services 11,561 10%



Japan Electronics 11,485 10%



Japan Electronics 11,356 -5%



United States FMCG 11,041 6%



United States Internet Services 9,665 23%



United States Financial Services 9,372 1%



Japan Electronics 8,990 -2%



Canada Media 8,976 6%



United States Financial Services 8,887 -13%



United States Electronics 8,880 14%



Netherlands Electronics 8,696 7%



United States Internet Services 8,453 15%



Italy Luxury 8,346 2%



France FMCG 7,981 3%



United States FMCG 7,534 4%



United States Business Services 7,481 -3%



Spain Apparel 7,468 10%



Germany Diversified 7,315 0%



United States Automotive 7,195 3%
































United States FMCG 6,919 6%





















United States Financial Services 6,911 8%



Germany Automotive 6,892 6%

+	54	63		Canada	Electronics	6,762	32%
+	55	54		United States	Media	6,719	3%
+	56	53		France	Financial Services	6,694	3%
+	57	58		Switzerland	FMCG	6,548	4%
+	58	60		France	FMCG	6,363	7%
+	59	56		United States	Electronics	6,109	-5%
+	60	61		United States	Restaurants	5,844	2%
+	61	N/A		United States	Beverages	5,777	0%
+	62	62		Germany	Sporting Goods	5,495	2%
+	63	65		Germany	Automotive	5,461	9%
+	64	67		United States	FMCG	5,072	3%
+	65	69		South Korea	Automotive	5,033	9%
+	66	64		United States	Internet Services	4,958	-3%
+	67	81		Germany	Financial Services	4,904	28%
+	68	N/A		Spain	Financial Services	4,846	0%
+	69	70		France	Luxury	4,782	4%
+	70	66		United States	Diversified	4,704	-6%
+	71	71		United States	FMCG	4,536	3%
+	72	74		Germany	Automotive	4,404	4%
+	73	75		Japan	Electronics	4,351	3%
+	74	N/A		United Kingdom	Financial Services	4,218	0%
+	75	80		United States	FMCG	4,155	8%
+	76	76		United States	Luxury	4,127	3%
+	77	77		France	Luxury	4,052	2%
+	78	N/A		United States	Alcohol	4,036	0%
+	79	82		France	Alcohol	4,021	7%
+	80	N/A		Switzerland	Financial Services	4,010	0%
+	81	92		Netherlands	Energy	4,003	24%
+	82	94		United States	Financial Services	3,998	26%

+	83	79		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	13%
+	87	86		Germany	FMCG	3,734	5%
+	88	95		United States	Computer Software	3,626	15%
+	89	84		United Kingdom	Alcohol	3,624	-2%
+	90	N/A		United States	Diversified	3,586	0%
+	91	88		Italy	Automotive	3,562	1%
+	92	N/A		United Kingdom	Alcohol	3,557	0%
+	93	N/A		Netherlands	Alcohol	3,516	0%
+	94	N/A		Switzerland	Financial Services	3,496	0%
+	95	89		Italy	Luxury	3,443	4%
+	96	91		France	FMCG	3,403	5%
+	97	90		United States	Restaurants	3,339	2%
+	98	73		United States	Automotive	3,281	-24%
+	99	100		United States	FMCG	3,241	5%
+	100	98		United Kingdom	Luxury	3,110	0%

## ABOUT US

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Interbrand Design  
Forum  
BrandWizard  
Interbrand Foundation

## OUR WORK

By Client  
By Discipline  
Analytics  
Brand Strategy  
Brand Valuation  
Corporate Design  
Digital Strategy  
Digital Brand  
Management  
Health  
Internal Brand  
Engagement  
Naming  
Packaging Design  
Retail  
Verbal Identity

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Methodology

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# EXHIBIT 5



ED



## World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#))

### [VIDEO: How to become the World's Most Admired Company](#)

*The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.*

[See our Methodology](#)

## Top Stories

World's Most Admired companies ranked by key attributes






The most admired companies are more global than ever. Here's why.

American Express: Charging ahead on diversity

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*Fortune's* World's Most Admired Companies: Starbucks, where innovation is always brewing

With plans to increase international flights, Southwest Airlines is flying high



# Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29
HQ Country	USA
Website	<a href="http://www.apple.com">http://www.apple.com</a>

▼ AAPL

126.50-0.10 (-0.08%)

MAR 10 9:24 AM EDT

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

Nine Key Attributes of Reputation

	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	1

Company Profile

☐


Most Admired 2014


Filter



The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)

1	Apple
2	Amazon.com
3	Google
4	Berkshire Hathaway





1

Apple





Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL

118.93+1.33  
(1.13%)

NOV 26  
11:07 AM  
EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year’s list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile


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## World's Most Admired Companies

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1 of 50

### Apple

[BACK](#)
[NEXT](#)
**Top 50 rank:** 1

**Rank in Computers:** 1

(Previous rank: 1)

**Overall score:** 8.24

**Ticker:** AAPL

#### Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA


COURTESY OF APPLE

#### Headquarters:

Cupertino, CA

Website: [www.apple.com](http://www.apple.com)

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

[BACK](#)
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#### Tech stars

[Top companies in innovation, responsibility and more](#)
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jobs by

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[Apple At-Home Team Manager](#)  
Frisco, TX-Apple

[At Home Advisor - AppleCare \(Customer ...\)](#)  
Austin, TX-Apple

[AppleCare At-Home Team Manager](#)  
Frisco, TX-Apple

[Group Program Manager](#)  
Santa Clara, CA-Apple

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The cloud goes from mainstream  
to revenue stream.

## WORLD'S MOST ADMIRABLE COMPANIES

2012

[Full List](#) | [By Location](#) | [Best & Worst](#) | [No. 1s](#) | [Industries](#)

## Apple

1 of 50 [Back](#) [Next](#)Vote for it as readers' choice: [Like](#) **1.2k**[Share](#) [Tweet](#)

**MOST ADMIRABLE**  
Top 50 rank: 1  
Rank in Computers: 1  
(Previous rank: 1)  
Overall score: 8.42  
Ticker: AAPL

**Why It's admired:**  
To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

Job openings...  
at Apple

Medical Doctor or Doctor of Osteopathic  
San Antonio, TX-Apple One Government Services

Multiple Positions Available. IMMEDIATE...  
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Director of Core Operations  
Fairfax, VA-Apple Federal Credit Union

Nurse Practitioner / Neuro / Spine  
Columbus, OH-Apple Connections Recruiting

Product Administrator  
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- |  |   |
|--|---|
| <input type="checkbox"/> Innovation              | <input type="checkbox"/> Quality of management    |
| <input type="checkbox"/> People management       | <input type="checkbox"/> Financial soundness      |
| <input type="checkbox"/> Use of corporate assets | <input type="checkbox"/> Long-term investment     |
| <input type="checkbox"/> Social responsibility   | <input type="checkbox"/> Product/services quality |
| <input type="checkbox"/> Global competitiveness  |   |

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## Readers' choice



## World's Most Admired Companies

### Apple

**Top 50 rank:** 1

**Rank in Computers:** 1

(Previous rank: 1)

**Overall score:** 8.16

**Why it's admired** For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

### Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

## Industry: Computers

### Most Admired

Rank	Company	Overall score
1	<b>Apple</b>	<b>8.16</b>
2	<b>EMC</b>	<b>6.79</b>
3	<b>Hewlett-Packard</b>	<b>6.71</b>

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## World's Most Admired Companies

### Apple

**MOST ADMIRABLE** Top 50 rank: 1

**Rank in Computers:** 1

(Previous rank: 2)

**Overall score:** 7.95

**Why it's admired** Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

### Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

## Industry: Computers

### Most Admired


Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

From the March 22, 2010 issue

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## WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

Full List By Location Best & Worst No. 1s Industries

### Apple

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2\*)

Overall score: 7.07

#### Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. —Alyssa Abkowitz

Address: 1 Infinite Loop  
Cupertino, CA 95014  
Phone: 408-996-1010  
Website: www.apple.com



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Five key attributes of reputation

Innovation

People management

Use of corporate assets

Social responsibility

Quality of management

Financial soundness

Long-term investment

Quality of products/services

Global competitiveness

Industry rank

1

1

3

5

3

2

3

1

5

### ...Top 50 Headquarters



Show: Top 50 | All Most Admired. The Americas | Europe | Asia/Australia

### ...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

Overall score

7.28

### Job openings... at Apple

Quartz Engineering  
Cupertino, CA - Apple

Handwriting Recognition Engineer  
Cupertino, CA - Apple

AirPort Firmware Engineer  
Cupertino, CA - Apple

Sr. Trademark/Brand Protection Counsel  
Cupertino, CA - Apple

Tooling and Process Engineer (Metals)  
Cupertino, CA - Apple

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### Find companies you most admire

### Industry: Computers

#### Most Admired

Rank	Company	Overall score
1	Xerox	7.28

2	Apple	7.07	Have your say
3	Hewlett-Packard	7.04	
More competitors		See all	

From the March 16, 2009 issue

\*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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- the companies you most admire
- ☐ Innovation
  - ☐ Quality of management
  - ☐ People management
  - ☐ Financial soundness
  - ☐ Use of corporate assets
  - ☐ Long-term investment
  - ☐ Social responsibility
  - ☐ Product/services quality
  - ☐ Global competitiveness

Select Industry(s) [See All](#)

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#### Video (3 of 3)



#### Least admired companies

Fortune's Stanley Bing looks at qualities like repeated boycotts that could land a company on this uncommon prestigious list. [Watch](#)

#### Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
<a href="#">See the rest</a>		

#### How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

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## AMERICA'S MOST ADMIRABLE COMPANIES 2008

## Top 20

## Full list

## Companies

## Industries

No. 1s

### Best & Worst

## States

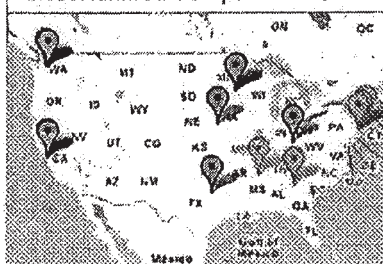
Global

## Top 20

For the 20 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

## Most Admired Companies HQs



Show: Top 20 | Full list

## What readers say...

- Safeway should be ranked one of the WORST companies to work for! I ...
- Indeed these are amongst the most admired companies overall. One t...
- I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

## Have your say

### Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate assets
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

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## Stocks

**Motley Fool**  
don't think so. The  
Advisor in the bea

96% of the picks t  
up. 83% are beati  
than tripled...

Activision is up 80% earning returns like they're recommended.

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\*Resized as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

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Company

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BMW

Walt Disney

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#### Most admir

Company

Apple

Nike

Medco Health Solutio

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#### Industry ch

# EXHIBIT 6

**Int. Cls.: 35 and 39**

**Prior U.S. Cls.: 100, 101, 102, and 105**

**United States Patent and Trademark Office**

**Reg. No. 2,926,853**

**Registered Feb. 15, 2005**

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PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: ANALYSIS AND CONSULTATION IN THE FIELD OF BUSINESS INFORMATION MANAGEMENT, NAMELY, THE SELECTION, ADOPTION AND OPERATION OF COMPUTERS AND COMPUTER INFORMATION MANAGEMENT SYSTEMS; PROVIDING INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; BUSINESS SERVICES, NAMELY, PROVIDING COMPUTER DATABASES REGARDING THE PURCHASE AND SALE OF A WIDE VARIETY OF PRODUCTS AND SERVICES OF OTHERS; BUSINESS SERVICES, NAMELY, DISSEMINATION OF ADVERTISING FOR OTHERS VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS FEATURING COMPUTERS, COMPU-

TER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1983; IN COMMERCE 0-0-1983.

FOR: COMPUTERIZED DATA STORAGE SERVICES; DATA STORAGE RELATING TO BUSINESS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 0-0-1985; IN COMMERCE 0-0-1985.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593671, FILED 2-26-2002, DATED 0-0-0000.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154, AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SN 78-155,188, FILED 8-16-2002.

NORA BUCHANAN WILL, EXAMINING ATTORNEY





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#### Mark Drawing Code

(2) DESIGN ONLY

#### Design Search Code

05.09.05 - Apples

**Serial Number** 78155188

**Filing Date** August 16, 2002

**Current Basis** 1A

**Original Filing Basis** 1B;44D

**Published for Opposition** July 29, 2003

**Registration** 2926853

**Number**  
**International  
Registration  
Number** 0871151  
**Registration  
Date** February 15, 2005  
**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino  
CALIFORNIA 95014  
  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP  
CUPERTINO CALIFORNIA 95014  
**Assignment  
Recorded** ASSIGNMENT RECORDED  
**Attorney of  
Record** Thomas R. La Perle and Yuka Sugar  
**Priority Date** February 26, 2002  
**Prior  
Registrations** 1114431;1130288;1401154;AND OTHERS  
**Description of  
Mark** Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite  
removed.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150228.  
**Renewal** 1ST RENEWAL 20150228  
**Live/Dead  
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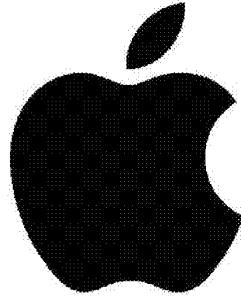
**Prior U.S. Cls.: 100, 101, 102 and 107**

**Reg. No. 3,298,028**

**United States Patent and Trademark Office**

**Registered Sep. 25, 2007**

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FOR: ARRANGING AND CONDUCTING TRADE SHOWS, AND TRADE SHOW EXPOSITIONS AND EXHIBITIONS IN THE FIELDS OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, AND CONSUMER ELECTRONICS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING OF EXHIBITIONS, SEMINARS AND CONFERENCES; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS AND COMPUTER SOFTWARE; PROVIDING A WEBSITE FOR THE UPLOADING, SHARING, VIEWING AND

POSTING OF PHOTOGRAPHS, DIGITAL IMAGES, MOVIES, VIDEOS, ONLINE JOURNALS, NAMELY WEB BLOGS IN GENERAL INTEREST FIELDS, AND OTHER RELATED MULTIMEDIA ENTERTAINMENT MATERIALS OVER A GLOBAL COMPUTER NETWORK; PROVIDING FITNESS AND EXERCISE FACILITIES; PHYSICAL FITNESS CONSULTATION AND INSTRUCTION; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF NEWSLETTERS IN THE FIELD OF COMPUTERS AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF EDUCATION VIA THE INTERNET; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

SER. NO. 78-943,482, FILED 8-2-2006.

JEFFERY COWARD, EXAMINING ATTORNEY



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#### Goods and Services

IC 035. US 100 101 102. G & S: Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

IC 041. US 100 101 107. G & S: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

#### Mark Drawing Code

(2) DESIGN ONLY

#### Design Search Code

05.09.05 - Apples

#### Trademark Search Facility Classification Code

VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

**Serial Number** 78943482  
**Filing Date** August 2, 2006  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** July 10, 2007  
**Registration Number** **3298028**  
**International Registration Number** 0946932  
**Registration Date** September 25, 2007  
**Owner** (REGISTRANT) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1114431;2715578;2753069;AND OTHERS  
**Description of Mark** Color is not claimed as a feature of the mark.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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# United States of America

United States Patent and Trademark Office

# APPLE

**Reg. No. 4,088,195**

**Registered Jan. 17, 2012**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, ARRANGING AND CONDUCTING PERSONAL TRAINING, CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, WEBSITE DESIGN, AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ONLINE JOURNALS, NAMELY, BLOGS FEATURING GENERAL INTEREST TOPICS COVERING A WIDE VARIETY OF TOPICS AND SUBJECT MATTER; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF MAGAZINES, NEWSLETTER AND JOURNALS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; PROVIDING INFORMATION, PODCASTS AND WEBCASTS IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; DIGITAL VIDEO, AUDIO AND MULTIMEDIA PUBLISHING SERVICES; PROVIDING ENTERTAINMENT INFORMATION REGARDING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; PROVIDING INFORMATION, REVIEWS AND PERSONALIZED RECOMMENDATIONS OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS IN THE FIELD OF ENTERTAINMENT; ENTERTAINMENT SERVICES, NAMELY, PRODUCTION OF LIVE MUSICAL PERFORMANCES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING LIVE MUSICAL PERFORMANCES ONLINE VIA A GLOBAL COMPUTER NETWORK; RENTAL OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS, BY MEANS OF COMMUNICATIONS NETWORKS, NAMELY, PROVISION OF NON-DOWNLOADABLE AUDIO AND AUDIOVISUAL PROGRAMS VIA AN ONLINE VIDEO-ON-DEMAND SERVICE; PROVIDING A DATABASE OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS VIA ELECTRONIC COMMU-



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,088,195** NICATION NETWORKS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED AUDIO AND AUDIOVISUAL CONTENT, INFORMATION AND COMMENTARY IN THE FIELDS OF MUSIC, CONCERTS, VIDEOS, MOVIES, TELEVISION, BOOKS, NEWS, SPORTS, GAMES AND CULTURAL EVENTS ALL VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 6313316, FILED 9-28-2007.

OWNER OF U.S. REG. NOS. 2,649,455, 3,317,089, AND OTHERS.

SN 77-428,980, FILED 3-22-2008.

MARILYN IZZI, EXAMINING ATTORNEY



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APPLE

**Word Mark**

APPLE

**Goods and Services**

IC 041. US 100 101 107. G & S: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service. providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77428980  
**Filing Date** March 22, 2008  
**Current Basis** 1A  
**Original Filing Basis** 1B;44D  
**Published for Opposition** February 16, 2010  
**Registration Number** 4088195  
**International Registration Number** 0978171  
**Registration Date** January 17, 2012  
**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014  
**Attorney of Record** Thomas R. La Perle  
**Priority Date** September 28, 2007  
**Prior Registrations** 2649455;3226289;3317089;AND OTHERS  
**Description of Mark** Color is not claimed as a feature of the mark.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Int. Cl.: 42**

**Prior U.S. Cls.: 100 and 101**

**United States Patent and Trademark Office**

**Reg. No. 2,808,567**

**Registered Jan. 27, 2004**

**SERVICE MARK  
PRINCIPAL REGISTER**

**APPLE**

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES

TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,078,312, 2,132,209 AND OTHERS.

SER. NO. 78-170,383, FILED 10-2-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY





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## Typed Drawing

<b>Word Mark</b>	APPLE
<b>Goods and Services</b>	IC 042. US 100 101. G & S: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [ COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; ] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE. FIRST USE: 19800900. FIRST USE IN COMMERCE: 19800900
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78170383
<b>Filing Date</b>	October 2, 2002
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 4, 2003
<b>Registration Number</b>	2808567
<b>International Registration Number</b>	0870749
<b>Registration Date</b>	January 27, 2004
<b>Owner</b>	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP

CUPERTINO CALIFORNIA 95014

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Thomas R. La Perle

**Prior Registrations** 1078312;1144147;1895326;2079765;2132209;AND OTHERS

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140210.

**Renewal** 1ST RENEWAL 20140210

**Live/Dead Indicator** LIVE

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**Int. Cl.: 42**

**Prior U.S. Cls.: 100 and 101**

**United States Patent and Trademark Office**

**Reg. No. 2,753,069**

**Registered Aug. 19, 2003**

**SERVICE MARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: APPLICATION SERVICE PROVIDER (ASP), NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; COMPUTER SERVICES, NAMELY, DISPLAYING THE WEB SITES AND IMAGES OF OTHERS ON A COMPUTER SERVER; COMPUTER DIAGNOSTIC SERVICES; INSTALLATION OF COMPUTER SOFTWARE; UPDATING OF COMPUTER SOFTWARE; MAINTENANCE OF COMPUTER SOFTWARE; COMPUTER HARDWARE DEVELOPMENT; INTEGRATION OF COMPUTER SYSTEMS AND NETWORKS; MONITORING THE COMPUTER SYSTEMS OF OTHERS FOR TECHNICAL PURPOSES AND PROVIDING BACK-UP COMPUTER PROGRAMS AND FACILITIES; COMPUTER CONSULTATION, DESIGN, AND TESTING SERVICES; CONSULTING SERVICES IN THE FIELD OF DESIGN, SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; COMPUTER PROGRAMMING FOR OTHERS; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; WEBSITE DESIGN, CREATION AND HOSTING SERVICES; COMPUTER SERVICES, NAMELY, DESIGNING AND IMPLEMENTING WEB SITES FOR OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON A GLOBAL COMPUTER NETWORK; PROVIDING USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR COMMUNICATIONS VIA LOCAL OR

GLOBAL COMMUNICATIONS NETWORKS, INCLUDING THE INTERNET, INTRANETS, AND EXTRANETS; COMPUTER CONSULTATION, NAMELY, ANALYZING DATA TO DETECT, ERADICATE, AND PREVENT THE OCCURRENCE OF COMPUTER VIRUSES; COMPUTER CONSULTATION, NAMELY, SERVICES RELATING TO THE PROTECTION OF COMPUTER HARDWARE, COMPUTER SOFTWARE, COMPUTER NETWORKS AND COMPUTER SYSTEMS AGAINST COMPUTER VIRUSES, ATTACKS, OR FAILURES; COMPUTER CONSULTATION, NAMELY, SERVICES FOR OPTIMIZING THE PERFORMANCE AND FUNCTIONALITY OF COMPUTER SOFTWARE AND COMMUNICATIONS NETWORKS; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTERS, COMPUTER SOFTWARE, TELECOMMUNICATIONS, AND THE INTERNET SYSTEMS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE; LEASING COMPUTER FACILITIES; PROVIDING INFORMATION IN A WIDE VARIETY OF FIELDS OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, WEB SITES AND OTHER INFORMATION SOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING INFORMATION CONCERNING A WIDE RANGE OF TEXT, ELECTRONIC DOCUMENTS, DATABASES, GRAPHICS AND AUDIOVISUAL INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154  
AND OTHERS.

SER. NO. 78-146,716, FILED 7-23-2002.

THE MARK CONSISTS OF THE DESIGN OF AN  
APPLE WITH A BITE REMOVED.

JAMES A. RAUEN, EXAMINING ATTORNEY



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#### Goods and Services

IC 042. US 100 101. G & S: [ Application service provider (ASP), namely, hosting computer software applications of others; ]computer services, namely, displaying the [ web sites and ] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [ and hosting services ] ; computer services, namely, designing [ and implementing ] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities. providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information. FIRST USE: 19800900. FIRST USE IN COMMERCE: 19800900

#### Mark Drawing Code

(2) DESIGN ONLY

#### Design

05.03.25 - Leaf, single; Other leaves

**Search Code** 05.09.05 - Apples  
**Serial Number** 78146716  
**Filing Date** July 23, 2002  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** May 27, 2003  
**Registration Number** **2753069**  
**International Registration Number** 0910391  
**Registration Date** August 19, 2003  
**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014  
  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1114431;1130288;1401154;AND OTHERS  
**Description of Mark** The mark consists of the design of an apple with a bite removed.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140308.  
**Renewal** 1ST RENEWAL 20140308  
**Live/Dead Indicator** LIVE

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